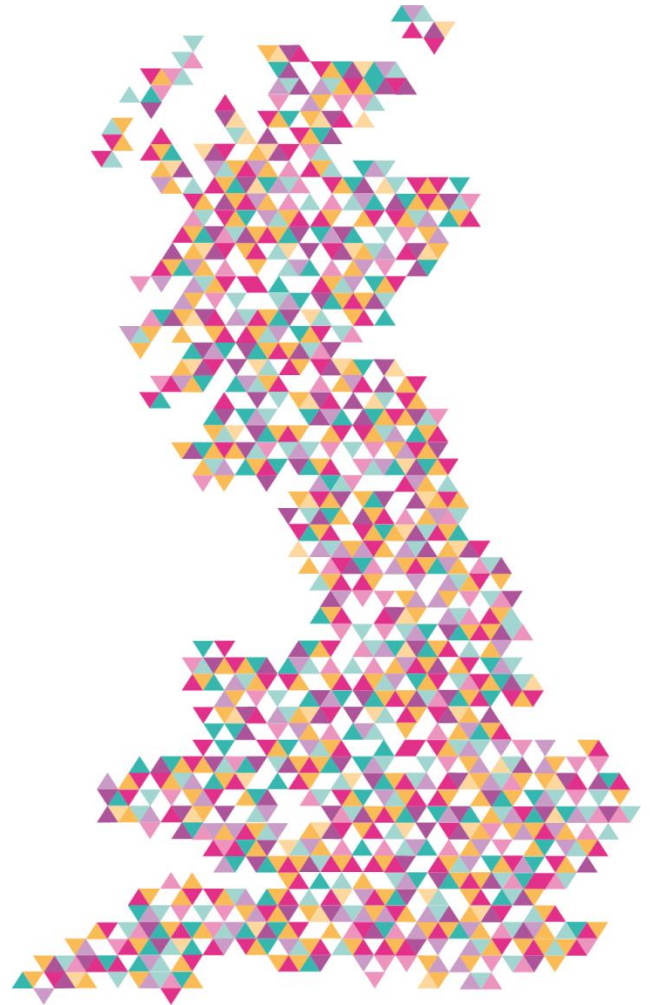


Build Your Own Panel: NatCen's random-probability web- CATI survey

Kirby Swales, SRA Summer Event 29 June 2017



BRITISH SOCIAL ATTITUDES



What kind of school do parents want?



Branwen Jeffreys
Education Editor

21 June 2017 | Education & Family

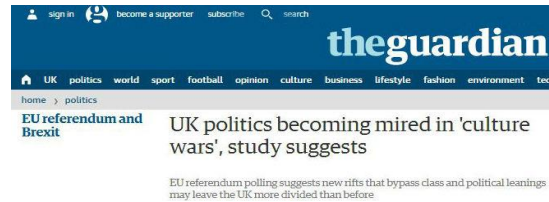
Share



56% of voters 'have no voice'

MORE than half the British public do not feel any of the political parties represent their views.

The damning survey on the eve of the general election found 56% of people – mostly traditional Labour voters – feel modern party politics deprived of a voice.



The
Economist

What voters want from Brexit

Soft options and hard choices



Why develop a new panel approach?



- Continued pressure from funders for faster & cheaper surveys
- ‘Gold-standard’ approaches of F2F interviewing can be too slow or expensive for certain types of projects
- But there are questions over quality of current alternatives
- Aims to provide a high-quality alternative to non-probability surveys when robust data is important, but face-to-face fieldwork is too slow or expensive



How does it work (1)



Step 1 – Recruitment through BSA fieldwork



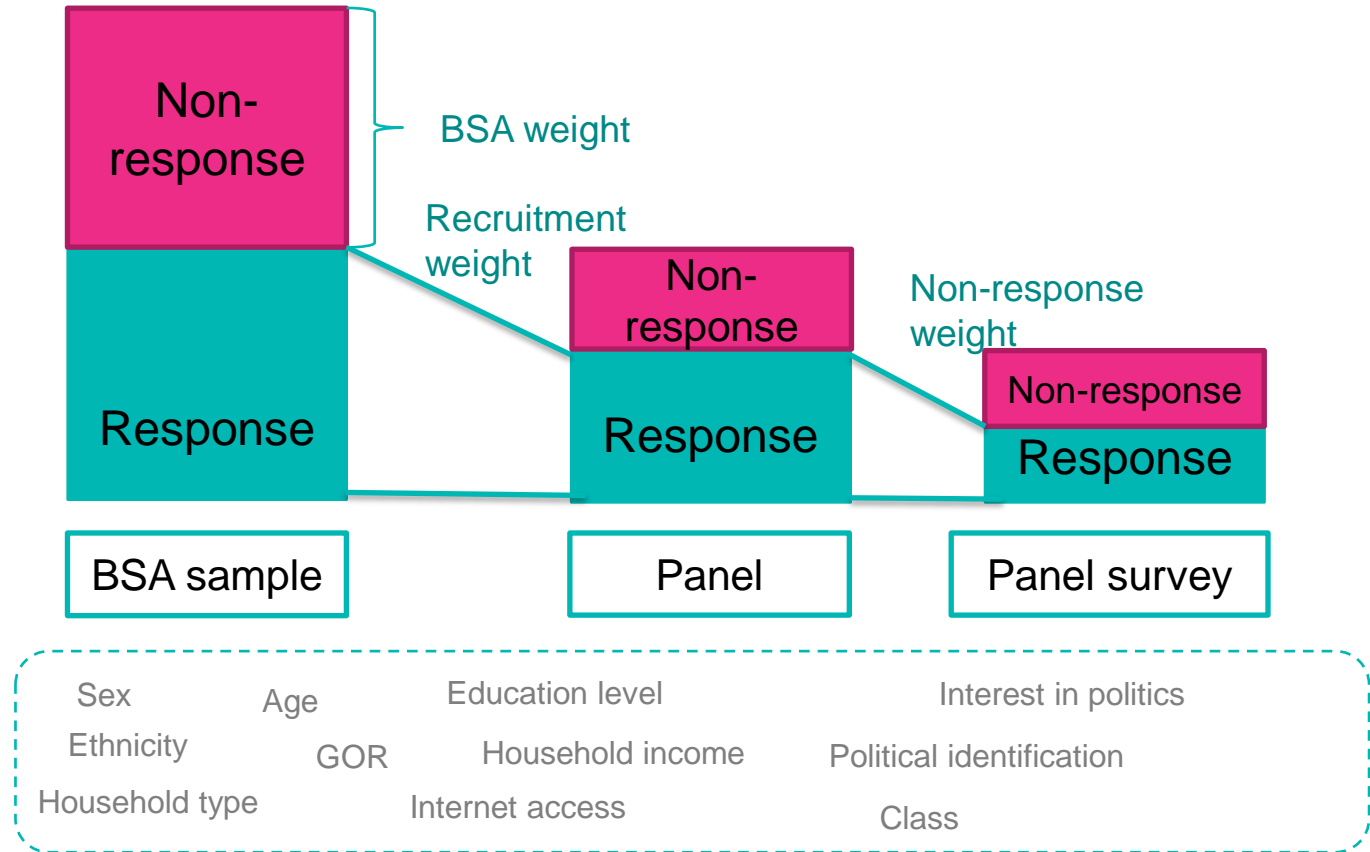
How does it work (2)



Step 2 – Sequential mixed-mode fieldwork



How does it work (3)





Participation rates

NatCen Panel March 2017	Stage Total	Cumulative
Eligible base sample	14,897	14,897
Completed BSA	49%	49%
Agreed to join panel	58%	28%
Invited to latest wave	91%	26%
Completed latest wave	60%	15%



Is it representative?

	Election result	YouGov (BES)	BSA estimate	Panel estimate (EU survey)
Conservative	38%	35%	40%	38%
Labour	31%	34%	34%	33%
UK Independence Party (UKIP)	13%	10%	9%	10%
Liberal Democrat	8%	10%	7%	8%
Green Party	4%	4%	4%	6%
Other	6%	7%	6%	6%



A global network?





Summary

- It works! (practically and theoretcially)
- It has been good for NatCen research culture
- Best seen as complementary rather than replacement for face to face surveys. Are we mining the rich data we have?
- More methods work needed – on sampling but increasingly measurement
- Scope to work internationally

Questions?



NatCen

Social Research that works for society